



FULFILMENT
by **amazon**[®]

Getting the Big Picture with the new All Orders Report

www.fba.amazon.co.uk

Agenda

- ❑ Overview of the All Orders report
- ❑ Examples of what you can use it for
- ❑ Related News
- ❑ References and Q&A

All Orders Report - Location



The report is located in the **FBA Reports** section of Seller Central:



Amazon Fulfilment Reports

The reports below primarily pertain to your Amazon fulfilled business. [Learn more](#)

Near real-time data. For all other reports data may be 24 to 36 hours old.

Sales

[Amazon Fulfilled Shipments](#)

Comprehensive details on dispatched FBA customer orders

[All Orders](#)

Download all FBAs and self-fulfilled orders including recent updates

[All Orders \(XML\)](#)

Download all FBAs and self-fulfilled orders including recent updates

[Customer Shipment Sales](#) replaces Revenue Summary

SKUs, quantities, revenue and destination for orders that have been dispatched

[Promotions](#) formerly Customer Shipment Promotions

Promotions (e.g. Super Saver Delivery) applied to orders

Inventory

[Amazon Fulfilled Inventory](#)

Download inventory, including recent updates

[Daily Inventory History](#) formerly Current Inventory

Daily inventory quantity, location and disposition (state)

[Monthly Inventory History](#)

Monthly inventory quantity, location and disposition (state)

[Received Inventory](#) formerly Inventory Receipts

Your inventory received at Amazon

[Inventory Event Details](#) formerly Inventory Summary

All your inventory events including transfers

[Inventory Adjustments](#)

Corrections and updates to your inventory in Amazon

Inventory Age

All Orders Report – Main Purpose



Pre-shipment and near real time access to FBA orders allow you to:

- discover the effects of pricing changes and promotions sooner
- find new orders and track order status
- find updates to synchronize local systems

Real time Order Monitoring

The fulfilment channel (FBA/Self-fulfilled or 'MFN') and sales channel (on/off Amazon.co.uk) information allows you to:

- compare orders across different dimensions of your business
- monitor demand and analyse trends over different time periods

Data Analysis

This report does not replace:

- the Amazon Fulfilled Shipment report, to be used for FBA fulfilment issues such as invoicing
- the MFN Order report, to be used to fulfil your own merchant fulfilled orders

All Orders Report - Features



❑ What kind of data does it contain?

This report contains near real-time data on ALL your orders (not just FBA):

- ❑ Ordered item details and price
- ❑ Order and item status (ie: pending, shipped, cancelled)
- ❑ Fulfilment and sales channels
- ❑ Shipping options & destination

❑ What is available?

- ❑ 25 months of history (to do YoY reporting)
- ❑ The maximum date range for a report to be generated is 1 month
- ❑ Available data formats are: Flatfile, XML and via our [MWS](#) Orders API
- ❑ Data can be requested by Last Update or by Order Date

What is NOT AVAILABLE:

- To filter and view the report online in Seller Central, like some other FBA reports
 - Report scheduling
 - Removal orders are not included
 - Customer identifying Information

All Orders Report – Feature Comparison



	New „All Orders“ Report	Regular (MFN) Order Report	FBA Shipment Report
Report format	TXT and XML	TXT and XML	TXT only
Report creation	on demand	schedulable	on demand
manual download in Seller Central	yes	only for TXT version	yes
Available via MWS	yes	yes	yes
Data refresh period	near real time	near real time	every 24 hrs
Shortest request interval	15 requests per hour + 1 every 2 minutes	15 minutes (scheduled)	once a day
MFN / FBA orders included	Yes / Yes	Yes / No	only FBA shipments
Customer information included	no	yes	yes
Billing information included	no	yes*	yes
"Pending" orders included	yes	no	n.a.
Current order status reflected	yes	no	n.a.

Examples of what you can use it for



Let's download the report now and play with it in Excel...

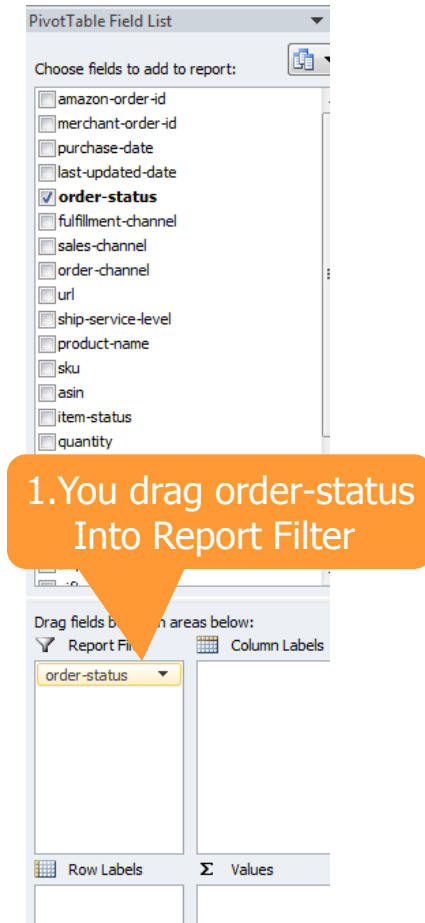
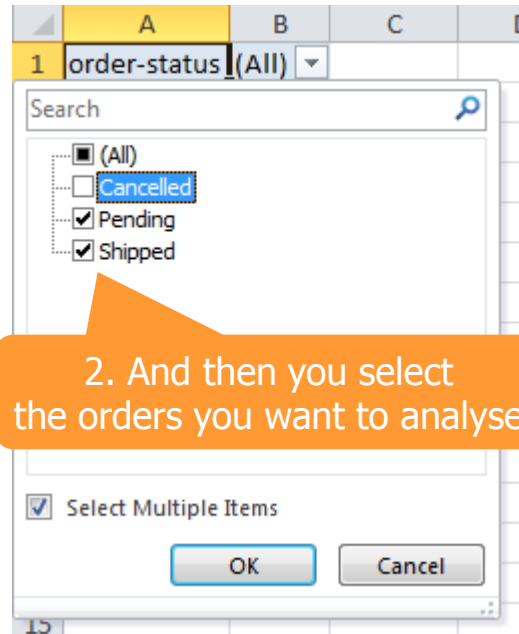
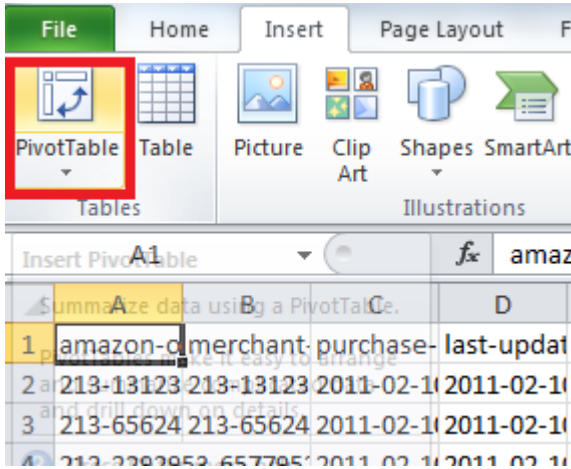
Look at the next few slides for a few highlights, or watch the webinar [recording](#) for a full demo.

Please note all examples and formulas shown are purely illustrative. You should make all the necessary checks if you are not sure about how to use Excel or have other priorities in terms of analysing your sales.

Examples of what you can use it for

Then, we might want to have a report filter, to only look at a certain type of orders: pending ones, shipped ones, or just cancelled ones....:

We'll use a pivot table for easier data filtering:



Examples of what you can use it for

Let's say you want to see your best selling **SKUs**: here you look at **Shipped** units, with a split between **Amazon-fulfilled** and **Merchant-fulfilled** and you **Sort** the quantities shown, to see the biggest quantities on top..

The screenshot shows an Excel PivotTable with the following data:

Row Labels	Amazon	Merchant	Grand Total
PW-66D	182	1	183
FO-C1S	136	1	137
X7-ZCW	72	0	72
HQ-ZKF	51	0	51
NX-OKR	48	0	48
S9-UAT	0	45	45
QP-2ZO	29	0	29
4C-JLS	27	0	27
JW-48G	0	27	27
JI-ELD	27	0	27
OC-82J	21	0	21
MG-KPX	20	0	20
F9-FQM	19	0	19
QE-XEN	18	0	18
45-G9O	0	16	16
UM-QBV	15	0	15
45-MKE	0	15	15
1O-TA1	0	15	15
SV-JT1	15	0	15
GU-JPE	0	14	14
BC-SLP	14	0	14
NU-PNU	14	0	14
EV-VEI	0	14	14
96-PQO	13	0	13
SR-K0I	13	0	13
HX-N4D	13	0	13
03-XYE	13	0	13
QZ-SC8	12	0	12
KV-10L	12	0	12

The PivotTable Field List on the right is configured as follows:

- Report Filter: order-status
- Column Labels: fulfillment-channel
- Row Labels: sku
- Values: Sum of quantity

The context menu for the 'Sort' option is open, showing 'Sort Largest to Smallest' selected.

Examples of what you can use it for



You can also combine this report with the FBA inventory report, to make replenishment decisions.

1. Download your FBA inventory and copy the data into another tab of the file you have opened for All Orders.



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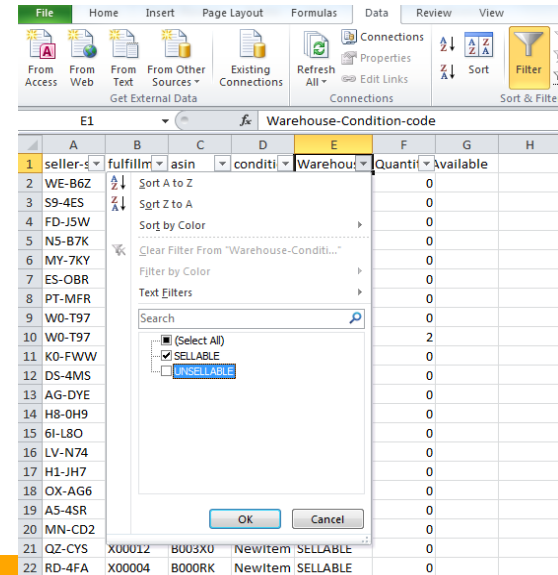
Inventory

[Amazon Fulfilled Inventory](#)

Download inventory, including recent updates

Daily Inventory History formerly Current Inventory

2. You might want to filter out Unsellable units, as you do not want to replenish those.



Examples of what you can use it for



Then, you can write a Vlookup function*, to pull the number of units shipped by Amazon from your pivot table (Column B in the table in slide 9) into the same sheet as your FBA inventory:

	A	B	C	D	E	F	G
1	seller-s	fulfillm	asin	conditi	Warehou	Quantity Avail	Units Shipped Last 30 Days
2	WE-B6Z	X00004	B00187	NewItem	SELLABLE	0	#N/A
3	S9-4ES	X0000N	B0009R	NewItem	SELLABLE	0	
4	FD-J5W	X00004	B000XA	NewItem	SELLABLE	0	
5	N5-B7K	X0001F	B0026F	NewItem	SELLABLE	0	
6	MY-7KY	X0000I	B0036T	NewItem	SELLABLE	0	

*Please check Excel help if you are not sure about how to use such formulas and want to prevent errors

Examples of what you can use it for

This allows you to calculate your **Months of cover** (if you downloaded 30 days of data in the All Orders report). You can then see if you have excess FBA stock that will last for months, or if you are selling fast and you are about to get out of stock:

H21 fx =F21/G21

	A	B	C	D	E	F	G	H
1						Quantity Availa	Units Shipped Last 30 Da	Months of Cover
21						0	5	0
29						4	1	4
30						93	18	5.166666667
36	TY-4B5	X00019	B00403	NewItem	SELLABLE	17	4	4.25
45	8R-X37	X00004	B00029	NewItem	SELLABLE	13	2	6.5
50	LA-39I	X00002	B0009X	NewItem	SELLABLE	4	4	1
66	NX-OKR	X0000E	B00029	NewItem	SELLABLE	35	48	0.729166667

You sold 1 unit in 30 days
And you have 4 units in stock, so with
Such sales velocity, you have 4 months
Of cover before you run out.

Let's say you do not want more than 2 months of cover for your FBA stock (Illustrative only, choose what fits your business!). Then you can check for each SKU **if they need to be replenished or not**, assessing if their current cover is above or below your 2 months goal:

I21 fx =IF(H21<2,"YES","NO")

	A	B	C	D	E	F	G	H	I
1	seller-s	fulfillm	asin	conditi	Warehou	Quantity Availa	Units Shipped Last 30 Da	Months of Cover	Do I need to replenish?
21	QZ-CYS	X00012	B003X0	NewItem	SELLABLE	0	5	0	YES
29	KV-UFE	X00005	B00008	NewItem	SELLABLE	4	1	4	NO
30	QE-XEN	X00002	B0000Y	NewItem	SELLABLE	93	18	5.166666667	NO
36	TY-4B5	X00019	B00403	NewItem	SELLABLE	17	4	4.25	NO
45	8R-X37	X00004	B00029	NewItem	SELLABLE	13	2	6.5	NO
50	LA-39I	X00002	B0009X	NewItem	SELLABLE	4	4	1	YES

Related News



Orders API now available

As hinted earlier, the Amazon Web Services team has released a new [Orders API](#), to allow the retrieval of all orders information (FBA and MFN).

This will enable you to develop custom applications for order synchronization, order research, and demand-based decision support tools.

Inventory Health Report...Coming Soon...

We are working on bringing you another FBA Report to improve your FBA Inventory Management. This report would provide information such as:

- Your FBA sales volumes
- Your weeks of cover
- Your pricing competitiveness on the platform
- Sales Rank

Subject to Change!

Useful References



- ❑ [Site Metrics and Reports](#): Help section on the sales reports
- ❑ [FBA Reports](#): Help section on the FBA reports
- ❑ [FBA Pricing](#): fees according to category and dimensions
- ❑ [Product Restrictions](#): information from FBA Help pages
- ❑ [Webinar Recordings](#): Our previous FBA webinars

- Save time and reduce costs
- Offer Amazon's customer service, delivery and gift wrap options to your customers
- Improve buyers' trust and satisfaction
- Increase your sales: our 2010 UK survey found that 88% of respondents reported a unit sales increase since they joined

<http://services.amazon.co.uk/>